



THE 30<sup>th</sup> IAPH

WORLD PORTS CONFERENCE

7 - 12 May 2017

Bali Nusa Dua Convention Center, Bali - Indonesia

# Exploring a new mode of cooperation for mutual benefits

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Guangzhou Port Authority

# The City of Guangzhou



Guangzhou is a historic and cultural city of China. It has become national comprehensive transportation hub.



# The Port of Guangzhou

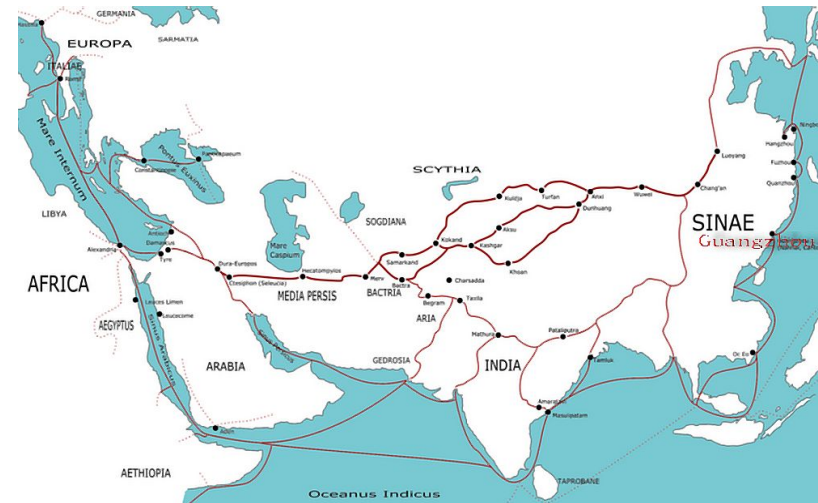


It can accommodate the world's largest container ships.

Guangzhou Port is located in the heart of Pearl River Delta. It is the largest comprehensive hub port in GD-HK-MC Greater Bay Area.



# The Port of Guangzhou



One of the starting point of the Ancient Maritime Silk Road.

Established seaborne trade relationships with more than 400 ports of over 100 countries and regions.



# The Port of Guangzhou

- >Guangzhou Port established Sister-port relations with 38 international ports.
- >Tripartite Port Alliance Agreement with Los Angeles Port and Auckland Port was signed.
- >Guangzhou-Antwerp Port Training and Consultancy Co.,Ltd was established for the purpose of promoting the training and exchange of high-end talents.



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## Internet + Port

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- Digital technologies adequately empower the port to upgrade and transform itself. “Internet + Port” is increasingly important.
- To upgrade the allocation of port resources and make trade convenient by intelligent technologies it is our major goal.

# Guangzhou International Trade Single Window



# Guangzhou International Trade Single Window

21 departments  
related business

The platform covers the whole process of  
international trade and transportation



Import and export  
enterprises



Custom brokers



Agents



Tally company

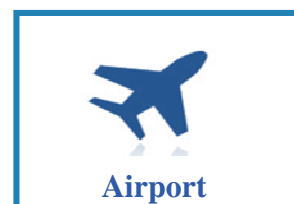


Logistics company

various  
types of  
enterprises



Port



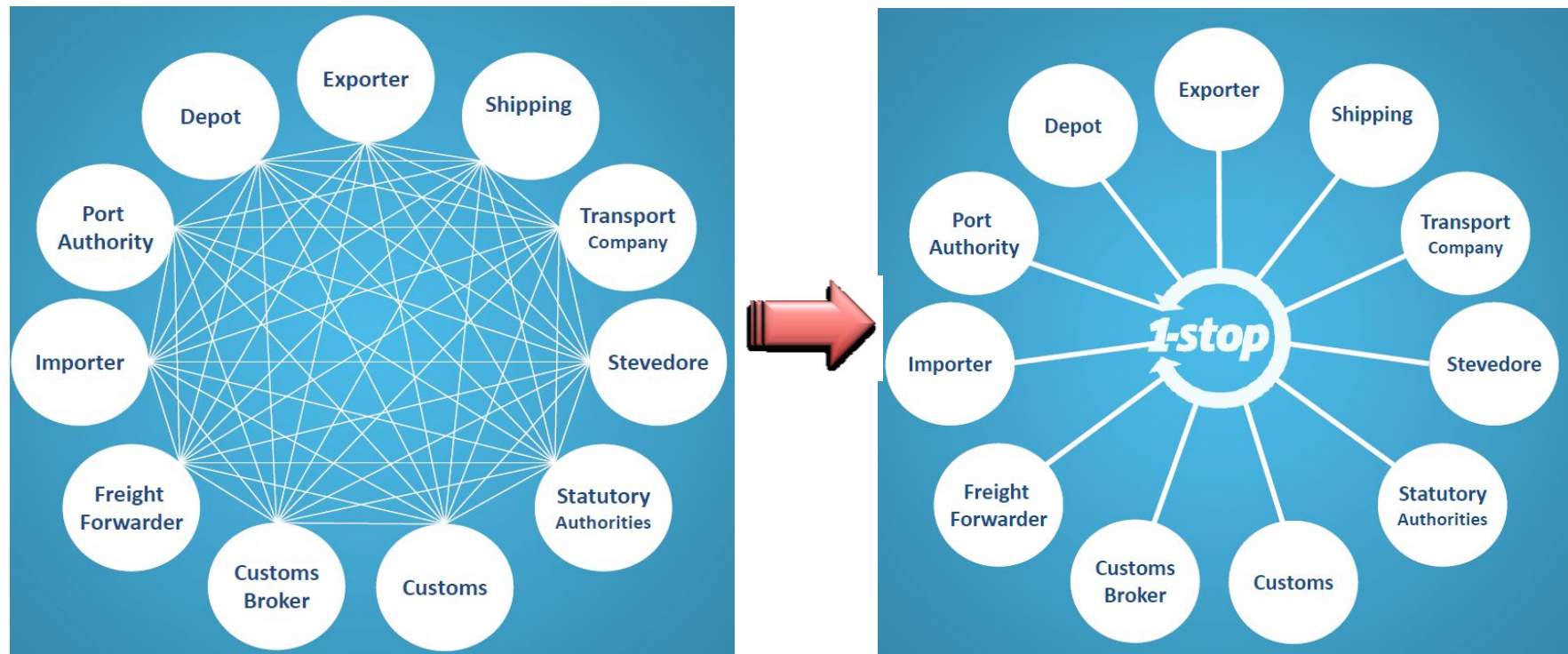
Airport



Inspection spot

# Guangzhou International Trade Single Window

Single window simplifies the process



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## The future cooperation

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- Different players in marine logistics today are actively conducting deep cooperation and reform of business mode. Ship owners may merger or build alliance to improve their bargaining power, while the increasing size of ships brings big challenges to the operation of ports.
- How about building Global Quality Traceability and Marine Ecological Value Chain?

# Global Quality Traceability System



# Global Quality Traceability System

By scanning Z-Code on the package of imported goods, customers can know all its life circle information like production, transportation, trading, circulation and inspection certificate information.



# Global Quality Traceability System



# Global Quality Traceability System

## Inter-provincial cooperation



## International cooperation



# Cooperate for mutual benefits

Opening up!  
Sharing!  
Cooperation!



# *Thank You*

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